



## Wood Buffalo Waterfront Advisory Committee

Wednesday, November 18, 2020

Conducted Electronically Via MS Teams

5:00 PM

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### Agenda

#### Public Participation for November 18, 2020 Wood Buffalo Waterfront Advisory Committee Meeting

Wood Buffalo Waterfront Advisory Committee (Committee) will be conducting the November 18, 2020 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate by teleconference:
  - Anyone wishing to speak by teleconference to an item on the November 18, 2020 Wood Buffalo Downtown Waterfront Advisory Committee Meeting Agenda must pre-register by 12 noon, November 18, 2020.
  - To register to speak via teleconference, please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) or call 780-743-7001 with your name, the phone number that you will be dialing in from and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
  - Please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) You must include your name for the record.
  - You must provide the name of the agenda item that you wish to speak to in the subject line.
  - Please note that email comments for an agenda item must be received prior to the start of that item during the meeting. *Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.*
  - All written submissions are **public** and will be shared with the Committee verbally on the record during the course of the meeting.
  - Each submission will be shared verbally with the Committee for a maximum of **5 minutes**.

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The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information contact the Chief Legislative Officer, Legislative Services, 7<sup>th</sup> Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

1. **Call to Order**

2. **Adoption of Agenda**

3. **Minutes of Previous Meetings**

- 3.1. Minutes of Wood Buffalo Waterfront Advisory Committee Meeting - October 21, 2020

4. **Presentation**

- 4.1. Andrea Haley, Fort McMurray Wood Buffalo Economic Development & Tourism re: Place Brand
- 4.2. Such Chandhiok, Planning and Development, re: Municipal Development Plan

5. **New and Unfinished Business**

- 5.1. Stephen Fudge, Public Works, Joshua Bernson, and Heidi Redman, Lee and Associates re: Waterfront Park Engagement Plan Review and Discussion
- 5.2. Annual Report to Council Update
- 5.3. Working Group Updates
- Arts, Culture and Leisure Working Group
  - History with Seniors Working Group
  - Indigenous Cultural Advisory Working Group
- 5.4. Action Log

**Adjournment**

**Minutes of a Meeting of the Council of the Regional Municipality of Wood Buffalo held via Electronic Communication, a combination of video conferencing and teleconferencing in Fort McMurray, Alberta, on Wednesday, October 21, 2020, commencing at 5:00 PM.**

**Present:**

Liana Wheeldon, Chair, Culture (Arts, Culture & Heritage)  
 Cathy Dreier, Public-at- Large  
 Kimberly Hooper, Oil and Gas Industry  
 Bill Loutitt, Indigenous Representative  
 Keith Plowman, Business Community Representative  
 Sean Robertson, Safety and Security Sector  
 Gaylene Weidlich, Community Development Sector  
 Krista Balsom, Councillor

**Absent:**

Joanne Singer, Public-at- Large  
 Michael Sieger, Land Development Industry  
 Sunita Sanker-Clarke, Recreation Representative  
 Gary Devison, Seniors Representative  
 Jeff Peddle, Councillor

**Administration:**

Monica Lance, Manager, Special Projects  
 Stephen Fudge, Manager, Parks  
 Anita Hawkins, Clerk, Legislative Services

**1. Call to Order**

Chair Liana Wheeldon called the meeting to order at 5:03 p.m.

**2. Adoption of Agenda**

**MOTION:**

THAT the Agenda be adopted as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Cathy Dreier, Public-at- Large  
**SECONDER:** Kimberly Hooper, Oil and Gas Industry  
**FOR:** Hooper, Loutitt, Wheeldon, Dreier, Weidlich, Robertson, Plowman  
**ABSENT:** Singer, Sieger, Sanker-Clarke, Devison

### 3. Minutes of Previous Meetings

#### 3.1. Wood Buffalo Waterfront Advisory Committee Meeting - July 15, 2020

##### MOTION:

THAT the Minutes of the Wood Buffalo Waterfront Advisory Committee Meeting held on July 15, 2020 be approved as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Bill Loutitt, Indigenous Representative  
**SECONDER:** Keith Plowman  
**FOR:** Hooper, Loutitt, Wheeldon, Dreier, Weidlich, Robertson, Plowman  
**ABSENT:** Singer, Sieger, Sanker-Clarke, Devison

#### 3.2. Special Wood Buffalo Waterfront Advisory Committee Meeting – October 1, 2020

##### MOTION:

THAT the Minutes of the Special Wood Buffalo Waterfront Advisory Committee Meeting held on October 1, 2020 be approved as presented.

**RESULT:** CARRIED [UNANIMOUS]  
**MOVER:** Sean Robertson, Safety and Security Sector  
**SECONDER:** Gaylene Weidlich, Community Development Sector  
**FOR:** Hooper, Loutitt, Wheeldon, Dreier, Weidlich, Robertson, Plowman  
**ABSENT:** Singer, Sieger, Sanker-Clarke, Devison

### 4. New and Unfinished Business

#### 4.1. Working Group Updates

There were no updates provided from the working groups which were established at the October 1 Committee Meeting.



Exit

Bill Loutit, Committee Member left the meeting at 5:14 p.m.

**4.2. Working Group Framework**

For each working groups, the Committee addressed the purpose, the intended outcomes and the timelines for reporting back to the Committee which are summarized as follows:

The purposes which are consistent for all the Working Groups are to help move waterfront initiatives forward through background and research work, and to provide suggestions, options and feedback to further develop the design of the waterfront. The individual working groups will address more specific areas of focus within their portfolio and will report to the Committee on a monthly basis.

Arts, Culture and Leisure Working Group

The Arts, Culture and Leisure Working Group's purpose will be to engage regular waterfront users; and to take into consideration various documents such as the Culture Master Plan; Public Art Master Plan; Social Sustainability Plan as well as evaluate previous recommendations made with respect to the waterfront .

The intended outcome of the Arts, Culture and Leisure Working Group is to integrate all aspects of arts, culture and leisure into the waterfront planning.

With consensus of the Committee, Keith Plowman, Committee Member joined the Art, Culture and Leisure Working Group.

History with Seniors Working Group

The History with Seniors Working Group will look at ensuring that all history, whether it be people, plant or animal life, is reflected as part of the waterfront design; and ensure that all key stakeholders, are represented as part of the waterfront design process through collaboration with seniors and Elders.

The intended outcome of this Group is to capture historical stories and to ensure that the design of the waterfront includes barrier free accessibility for seniors. This Group will review the Social Sustainability Plan and connect with the Fort McMurray Historical Society; the Fort McMurray Métis/Indigenous Seniors and Running Bear Wilderness Adventures for input.

### Indigenous Cultural Advisory Working Group

The intended outcome of the Indigenous Cultural Advisory Working Group is to ensure that First Nations and Métis are included as part of the waterfront development. The Group will review the Social Sustainability Plan; take the Indigenous Awareness online course offered by the Municipality; and consider existing/ongoing work in the community and how it connects to the waterfront planning, such as the Métis Cultural Centre.

With consensus of the Committee, Kimberly Hooper, Committee Member, joined the History with Seniors Working Group.

Administration will compile a draft document based on this discussion and circulate it to the Committee Members.

### **4.3. 2021 Priority Actions and Consider Potential 2021 Recommendations**

#### Exit and Recess

Chair Liana Wheeldon disconnected from the meeting at 6:02 p.m. at which time a recess occurred.

#### Reconvene

Chair Liana Wheeldon reconnected to the meeting at 6:11 p.m., at which time the meeting reconvened.

The Committee identified their priority actions to be establishing the Working Groups; ensuring the Committee is ready to provide feedback on the RFP for design development of the Waterfront; and determining that placemaking and wayfinding is important for all Working Groups.

### **MOTION:**

THAT the Wood Buffalo Waterfront Advisory Committee bring forward a recommendation to Council to support the creation of a wayfinding plan that can enhance the waterfront development.

|                  |   |
|------------------|---|
| <b>RESULT:</b>   | <b>CARRIED [UNANIMOUS]</b>                                      |
| <b>MOVER:</b>    | Liana Wheeldon, Culture (Arts, Culture & Heritage)              |
| <b>SECONDER:</b> | Sean Robertson, Safety and Security Sector                      |
| <b>FOR:</b>      | Hooper, Loutitt, Wheeldon, Dreier, Weidlich, Robertson, Plowman |
| <b>ABSENT:</b>   | Singer, Sieger, Sanker-Clarke, Devison                          |

It was noted that the Wood Buffalo Economic Development Corporation would be making a presentation to Council next week regarding Place Brand for the region. Through consensus, the Committee agreed that this presentation could be placed on the next Committee agenda.

#### 4.4. Action Log

Cathy Dreier, Committee member, committed to do research regarding Action Log item WB-20-009 – Collect benchmarking data regarding waterfront improvements or projects with a comparable focus, and report back at the next Committee meeting.

#### MOTION:

THAT the Chair be authorized to complete the Request for Presentation to provide a Committee update to Council on November 10, 2020.

|                  |   |
|------------------|---|
| <b>RESULT:</b>   | <b>CARRIED [UNANIMOUS]</b>                                      |
| <b>MOVER:</b>    | Gaylene Weidlich, Community Development Sector                  |
| <b>SECONDER:</b> | Keith Plowman   |
| <b>FOR:</b>      | Hooper, Loutitt, Wheeldon, Dreier, Weidlich, Robertson, Plowman |
| <b>ABSENT:</b>   | Singer, Sieger, Sanker-Clarke, Devison                          |

#### Date of Next Meeting

The next Committee Meeting is scheduled for November 18, 2020.

#### Adjournment

The meeting adjourned at 6:51 p.m.

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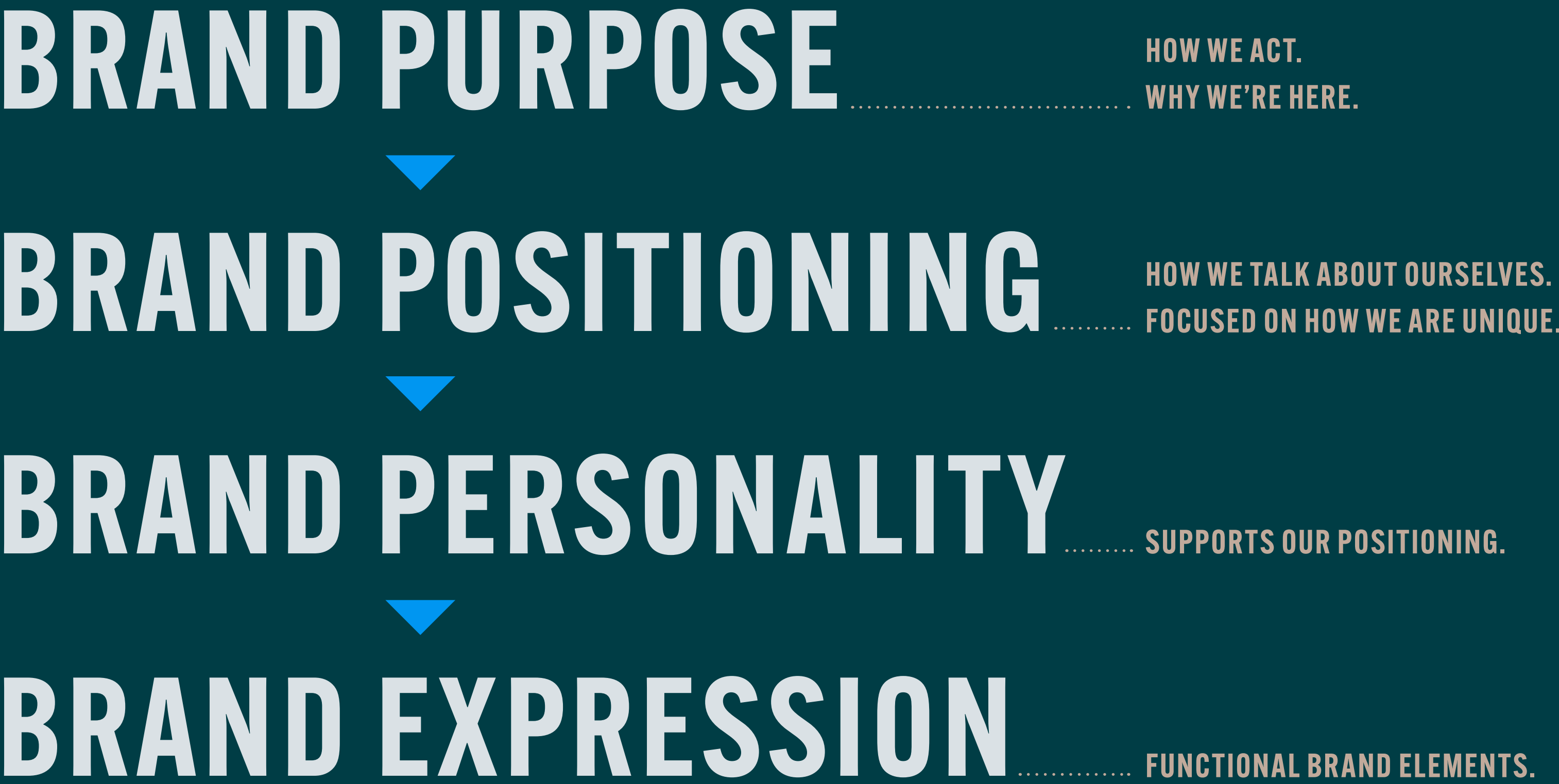
Chair

# OUR PLACE BRAND

# PLACE BRAND PLATFORM

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.



# PLACE BRAND PURPOSE

**PURPOSE:**

Pursuing opportunity, together.



Each person has their own reason for being here. Some have always been here; others are drawn here. You don't arrive here by accident – you come intentionally seeking.

This is a place of community. It always has been – we support each other in order to thrive. Because when you're here, you're part of the family.

**PURPOSE:**

# Pursuing opportunity, together.

**AS A PLACE, WE ARE BUILT ON PEOPLE DISCOVERING, CHASING AND REALIZING OPPORTUNITY.  
WITH THE WORLD'S 3RD LARGEST OIL RESERVE IN OUR REGION, OPPORTUNITY ABOUNDS HERE.  
WE INNOVATE AND SEARCH FOR NEW IDEAS. WE CREATE NEW BEGINNINGS, NEW CHAPTERS IN PEOPLES' STORIES.  
WE ARE STRENGTHENED BY INDIGENOUS CULTURE AND INDIGENOUS BUSINESSES. WE ARE LEADERS IN RESILIENCY,  
NAVIGATING EVERYTHING TOGETHER. WE LOOK FOR WHAT'S NEXT AND ALONG THE WAY WE BECOME STRONGER AND  
MORE VIBRANT AS A FAMILY OF COMMUNITIES.**

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.

**BRAND PURPOSE** Pursuing opportunity, together.  
HOW WE ACT. WHY WE'RE HERE.

**BRAND POSITIONING** ..... HOW WE TALK ABOUT OURSELVES.  
FOCUSED ON HOW WE ARE UNIQUE.

**BRAND PERSONALITY** ..... SUPPORTS OUR POSITIONING.

**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.

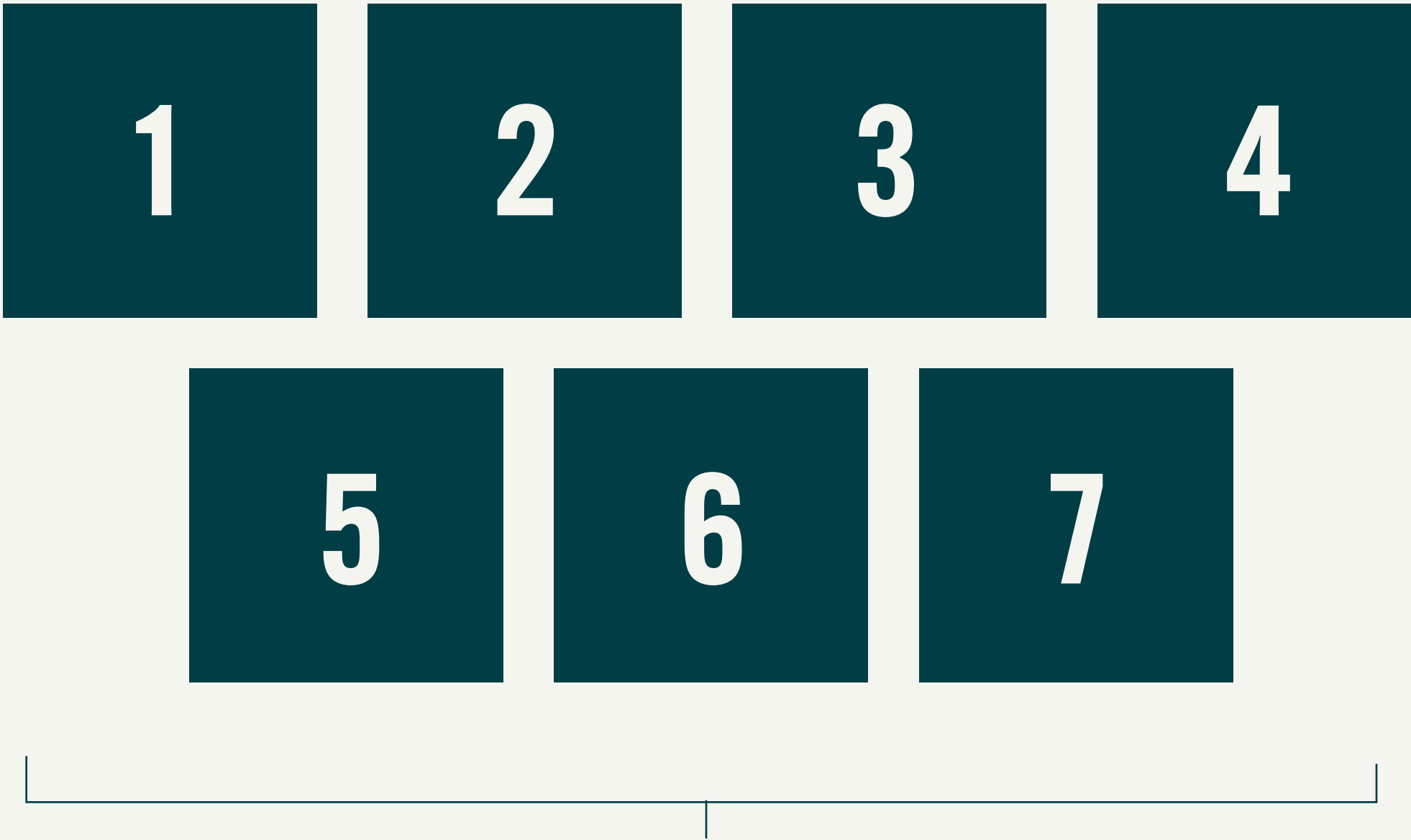
# PLACE BRAND POSITIONING

# PLACE BRAND POSITIONING

Our main Place Brand Positioning is comprised of our overall positioning statement supported by our Building Blocks.

# BRAND POSITIONING

## MAIN BRAND POSITIONING STATEMENT



## PLACE BRAND BUILDING BLOCKS

These are the primary assets and strengths of the place we will use in combination to define and support our positioning.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF INCREDIBLE ECONOMIC OPPORTUNITY

WE ARE HOME TO THE WORLD'S 3RD LARGEST OIL RESERVE. AND WITH THAT GIFT, ECONOMIC OPPORTUNITY IS BOUNTIFUL. WE ARE THE ECONOMIC ENGINE OF CANADA THAT CONTRIBUTES MEANINGFULLY TO THE LIVES OF ALL CANADIANS, WHETHER THEY KNOW IT OR NOT. WE PROVIDE ACCESS TO EXTRAORDINARY CAREER OPPORTUNITIES - ACCELERATING CAREER PATHS, INCREASING EARNING POTENTIAL OR STARTING AN ENTREPRENEURIAL VENTURE.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE FOR FAMILIES

WE ARE BUILT FOR FAMILIES TO THRIVE. OUR COMMUNITIES ARE DESIGNED AROUND FAMILY LIFE, OFFERING EVERYTHING FROM ABUNDANT PLAYGROUNDS, TO ENDLESS NATURE TRAILS, TO NORTH AMERICA'S LARGEST REC CENTRE. IT'S WHY PEOPLE CHOOSE TO START OR RAISE THEIR FAMILIES HERE - ENJOYING FINANCIAL OPPORTUNITIES, STRONG EDUCATION, AND MEANINGFUL ARTS AND CULTURE. OUR FAMILIES ARE CONNECTED AND NURTURED BY THE FRIENDSHIPS, COMMUNITY GROUPS AND SHARED EXPERIENCES THAT BRINGS US TOGETHER. AND HERE, THROUGH OUR UNWAVERING COMMITMENT TO SUPPORT ONE ANOTHER, FRIENDS BECOME FAMILY.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF INNOVATION

PEOPLE HERE FIND SOLUTIONS TO PROBLEMS. WE LOOK FOR NEW WAYS AND NEW IDEAS TO MOVE FORWARD, BETTER THAN BEFORE. OUR YOUTH BRING A SPIRIT OF PLAYFULNESS WITH A DESIRE TO LEARN AND PUSH THE LIMITS OF WHAT IS. INNOVATION IS AT THE CORE OF OUR INDUSTRY - DRIVING FORWARD THE ECONOMIC ENGINE OF CANADA AND INTRODUCING NEW TECHNOLOGIES TO THE WORLD. HERE WE PAIR INDIGENOUS KNOWLEDGE AND STEWARDSHIP WITH WESTERN SCIENCE CREATING EXTRAORDINARY ENVIRONMENTAL AND RECLAMATION ADVANCES. COME HERE WITH YOUR CHALLENGES, YOUR IDEAS, YOUR ENERGY - AND WE'LL MAKE IT HAPPEN, TOGETHER.



## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF REMARKABLE INDIGENOUS STRENGTH

OUR REGION'S STRONG DENE, CREE, AND METIS COMMUNITIES ARE RICH IN COLLABORATIVE SPIRIT AND HISTORICAL, CULTURAL AND ECONOMIC IMPORTANCE. FLOURISHING THROUGH ECONOMIC PARTICIPATION THAT SHOWS A PATH FORWARD FOR THE REST OF CANADA AND PROVIDES STRENGTH TO OUR ECONOMY. WE REPRESENT TWO PATHS - TRADITION AND INNOVATION, BRIDGING HISTORY AND THE JOURNEY FORWARD. WE ARE A PLACE OF DEEP CULTURE AND TRADITION THAT GOES BACK TO BEFORE THE FUR TRADE YET TIED TO A PLACE OF EXTRAORDINARY NATURAL RESOURCE DEVELOPMENT. WHILE HONOURING THE LAND, WE'VE BECOME FOUNDATIONAL TO PROSPERITY HERE, THROUGH LEADERSHIP, PRIDE, AND A RETURN TO THE INDIGENOUS WAY OF KNOWING.



## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF NATURAL WONDER

WELCOME TO THE PLACE OF MAJESTIC LAND AND SKY. NATURE HERE IS BREATHTAKING. ENDLESS BOREAL GREEN, COLLIDING RIVERS, AND BOUNTIFUL WILDLIFE AWAIT YOU - ALL ON THE DOORSTEP OF THE WOOD BUFFALO NATIONAL PARK, A UNESCO WORLD HERITAGE SITE. NATURE'S MOST BRILLIANT LIGHT SHOW DANCES IN OUR SKIES WHILE OUR VAST WILDERNESS IS ENDLESSLY UNEXPECTED - THE LAKES, THE WINTER ROAD, THE BOREAL FOREST, SAND DUNES (YES, ACTUAL SAND DUNES!) - ALL THIS AND MORE COMES TOGETHER CAPTIVATING EVERY ADVENTURER'S SPIRIT.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF STRONG COMMUNITY SPIRIT

THERE IS A FEELING OF COMMUNITY HERE LIKE NO OTHER PLACE. THERE IS A DESIRE TO HELP ONE ANOTHER, SUPPORT ONE ANOTHER AND SPREAD A LITTLE KINDNESS IN EACH OTHERS' LIVES. WE HAVE DISCOVERED THAT COMPASSION IS AT THE HEART OF OUR COMMUNITY. OUR REGION HAS A PROUD HISTORY OF SUPPORTING EACH OTHER THROUGH DIFFICULT CIRCUMSTANCES AND WHEN DISASTER STRIKES. WE VOLUNTEER COUNTLESS HOURS, GIVING FREELY OF OUR TIME, OUR TALENTS AND OURSELVES- AS YOU'D EXPECT FROM ONE OF THE MOST GENEROUS COMMUNITIES IN CANADA. TOGETHER, WHATEVER YOUR JOURNEY LOOKS LIKE- EXPERIENCE THE DEEP SENSE OF BELONGING HERE.

# PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF DIVERSITY

HERE YOU FIND THE DIVERSITY OF CULTURE, ETHNICITY, AND LANGUAGE THAT YOU'D EXPECT IN A BIG CITY, BUT IS EMBRACED BY A WELCOMING AND INCLUSIVE COMMUNITY THAT EXUDES THE WARMTH OF A SMALLER TOWN. SOME OF US ARE INDIGENOUS TO THIS LAND, SOME OF US CAME TO FORT MCMURRAY FROM CANADA'S BIGGEST CITIES AND SOME OF US ARE SMALL-TOWN PEOPLE FROM AROUND THE WORLD: RURAL NEWFOUNDLAND, VILLAGES IN THE PHILIPPINES, GHANA, IRELAND, JAMAICA, AND 60 OTHER COUNTRIES. IT DOESN'T MATTER WHERE YOU ARE FROM - ALL OF US ARE WELCOME, AS WE ARE.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

**A PLACE OF INCREDIBLE ECONOMIC OPPORTUNITY**

**A PLACE FOR FAMILIES**

**A PLACE OF INNOVATION**

**A PLACE OF REMARKABLE INDIGENOUS STRENGTH**

**A PLACE OF NATURAL WONDER**

**A PLACE OF STRONG COMMUNITY SPIRIT**

**A PLACE OF DIVERSITY**

POSITIONING:

We are naturally enriched.

POSITIONING:

We are naturally enriched  
because of...

**THE OIL THAT LITERALLY SEEPS OUT OF THE GROUND.**

POSITIONING:

We are naturally enriched  
because of...

**THE INDIGENOUS COMMUNITIES AND PARTNERSHIPS THAT  
SUPPORT OUR REGION.**

POSITIONING:

We are naturally enriched  
because of...

**THE VIBRANT COMMUNITY THAT EMBRACES EACH OTHER  
REGARDLESS OF BACKGROUND.**



POSITIONING:

We are naturally enriched  
because of...

**THE WILDLIFE AND NATURAL BEAUTY THAT IS OUR REGION.**

POSITIONING:

We are naturally enriched  
because of...

**THE FRIENDS THAT BECOME FAMILY HERE.**

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.

**BRAND PURPOSE** Pursuing opportunity, together.  
HOW WE ACT. WHY WE'RE HERE.



**BRAND POSITIONING** We are Naturally Enriched.  
HOW WE TALK ABOUT OURSELVES. FOCUSED  
ON HOW WE ARE UNIQUE.



**BRAND PERSONALITY** ..... SUPPORTS OUR POSITIONING.



**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.

# PLACE BRAND PERSONALITY

# PLACE BRAND PERSONALITY

## HARD-WORKING

WE. WORK. HARD. We put in the long hours, take extra shifts or the second job. We make the most of opportunities by rolling up our sleeves and making it happen through sheer determination and effort.

## GIVING

We give freely of our time, our talents and ourselves – supporting one another as family. When our neighbours need support, we're there. When disaster strikes one of us, it strikes us all – because we care for each other as much as we care for this place we call home.

## TENACIOUS

We don't quit. There's no sitting on the sidelines here. We believe in ourselves and our ideas. And we push until we get it right. Because of who we are, when we get knocked down, we come back stronger.

## INNOVATIVE

We search for better ways and forge new paths. We embrace fresh ideas and how they can make things better for us and the world. Bring us your impossible, we will make it happen, together.

## BOLD

We take a strong, confident approach moving forward into new areas and new challenges. Leading with courage, sure of who we are and our role as Canada's economic engine.

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HOW WE ACT. WHY WE'RE HERE.



**BRAND POSITIONING** We are Naturally Enriched.  
HOW WE TALK ABOUT OURSELVES. FOCUSED  
ON HOW WE ARE UNIQUE.



**BRAND PERSONALITY** Hard-working, giving, tenacious,  
SUPPORTS OUR POSITIONING. innovative, bold.



**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.



PLACE BRAND  
NAME

# Fort McMurray Wood Buffalo

Combining our urban and rural strengths, this name represents the unity of the region - how they only exist together. Fort McMurray is the name recognized around the globe and Wood Buffalo is the legs that supports our jurisdictional advantages. Much like Dallas Fort Worth and Minneapolis-Saint Paul where a region is known for multiple strengths, Fort McMurray Wood Buffalo leverages the best we have to offer, together as one.



# PLACE BRAND EXPRESSIONS

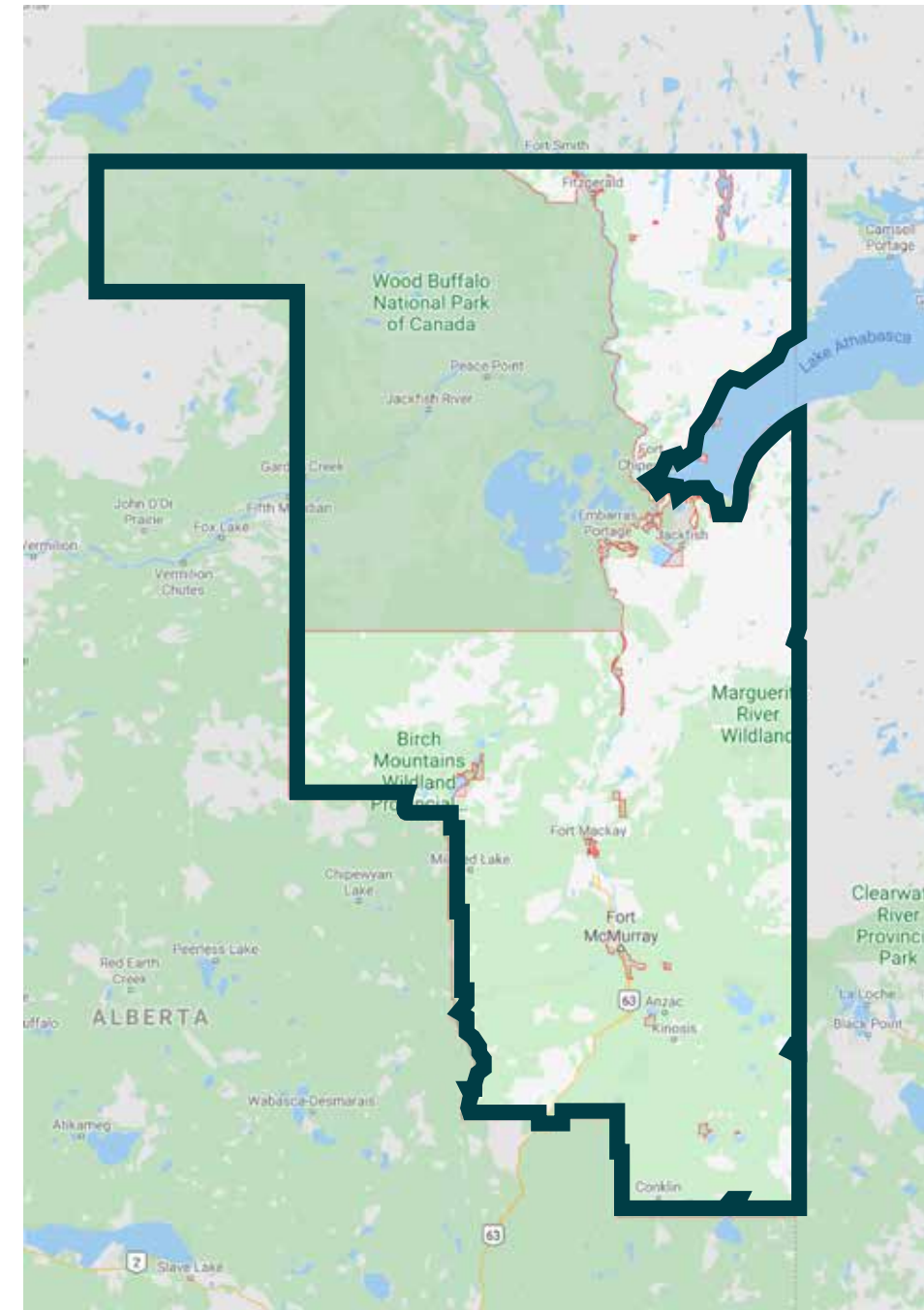


PRIMARY PLACE BRAND LOGO

# LOGO ICON INSPIRATION

The geographically inspired icon can act as a distinct and functional brand element that not only reminds audiences of the place location but also mirrors the 'F' in 'Fort McMurray' which holds substantial brand equity in the global market.

GOOGLE MAP



RMWB MAP



INSPIRED GRAPHIC ICON





# PLACE BRAND COLOUR

MINERAL

INDUSTRY

STARRY NIGHT

BIG  
SKY

AURORA

BOREAL

EVERGREEN

TRAIL

SAND

BIRCH

SNOW DRIFT

A colour palette inspired by the place.

SNOW DRIFT ON BIRCH



SNOW DRIFT ON  
BIG SKY.

 THIS IS SAND.

BIG SKY &  
EVERGREEN.

TEXT COLOUR SAMPLE  
No. 5

BIRCH  
ON  
BOREAL.

  
**Aurora**  
& SAND ON STARRY NIGHT



# PLACE BRAND IMAGERY

IMAGERY:

# Building Blocks Image Library

ECONOMIC OPPORTUNITY    FAMILY    INNOVATION    INDIGENOUS STRENGTH  
NATURAL WONDER    COMMUNITY    DIVERSITY

Attachment: FMWBEDT Presentation re: Place Brand (Presentation - FMWBEDT)





# ECONOMIC OPPORTUNITY





# FAMILY





# INNOVATION





# INDIGENOUS STRENGTH





# NATURAL WONDER





# COMMUNITY





# DIVERSITY





# PLACE BRAND VOICE



# VOICE

## CONFIDENCE PAIRED WITH HUMILITY

We are real and true to ourselves. When we talk we have a contagious confidence. We speak with perseverance in our minds and passion in our hearts. We are proud yet humble.

# HOW WE SAY IT.

We use simple language that's easy to understand. We say more with less. We speak honestly and directly. Our voice is never passive, always inspiring yet never boastful. We honour the power of a story. Respectful of our important history and grateful for everything we have - the words we choose unite us.

# WHY WE SAY IT.

We use the word 'unite' as everyone, from every corner of the region, is represented in our language and ideas, because we accomplish everything together. Our humility is born from our gratefulness and respect for one another. And we have a yearning deep within to build each other up and inspire others to do the same.



# PLACE BRAND APPLICATION

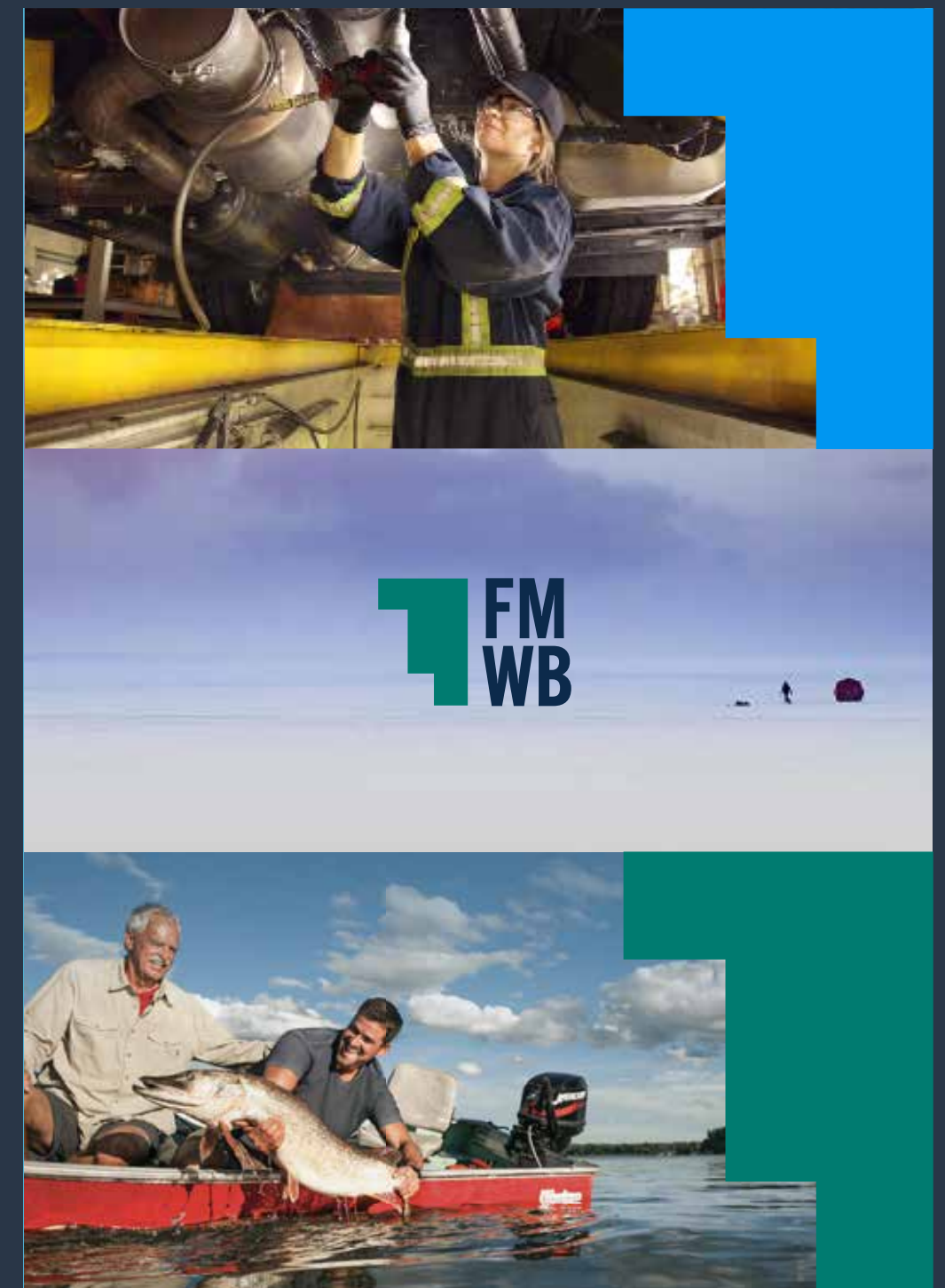




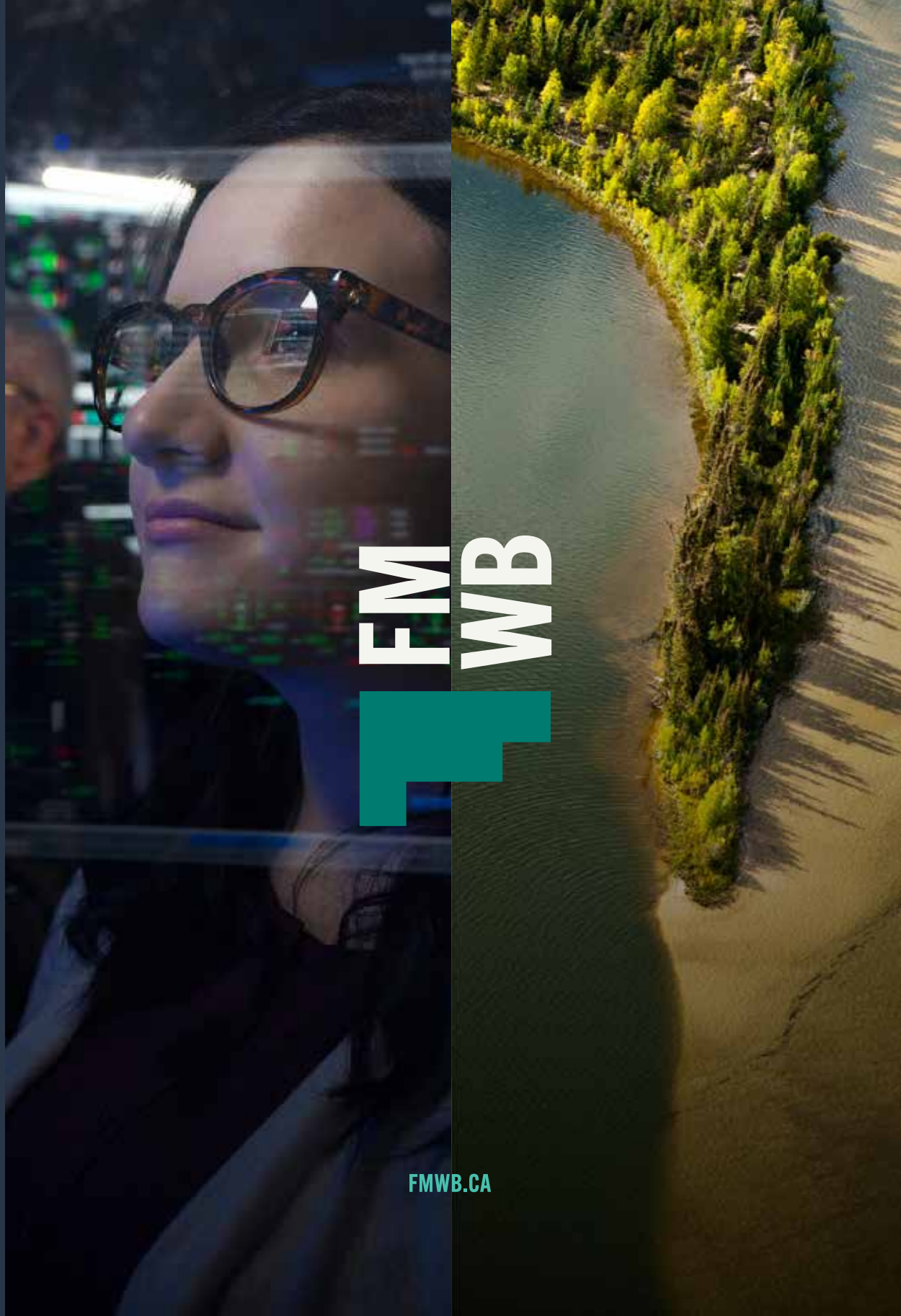
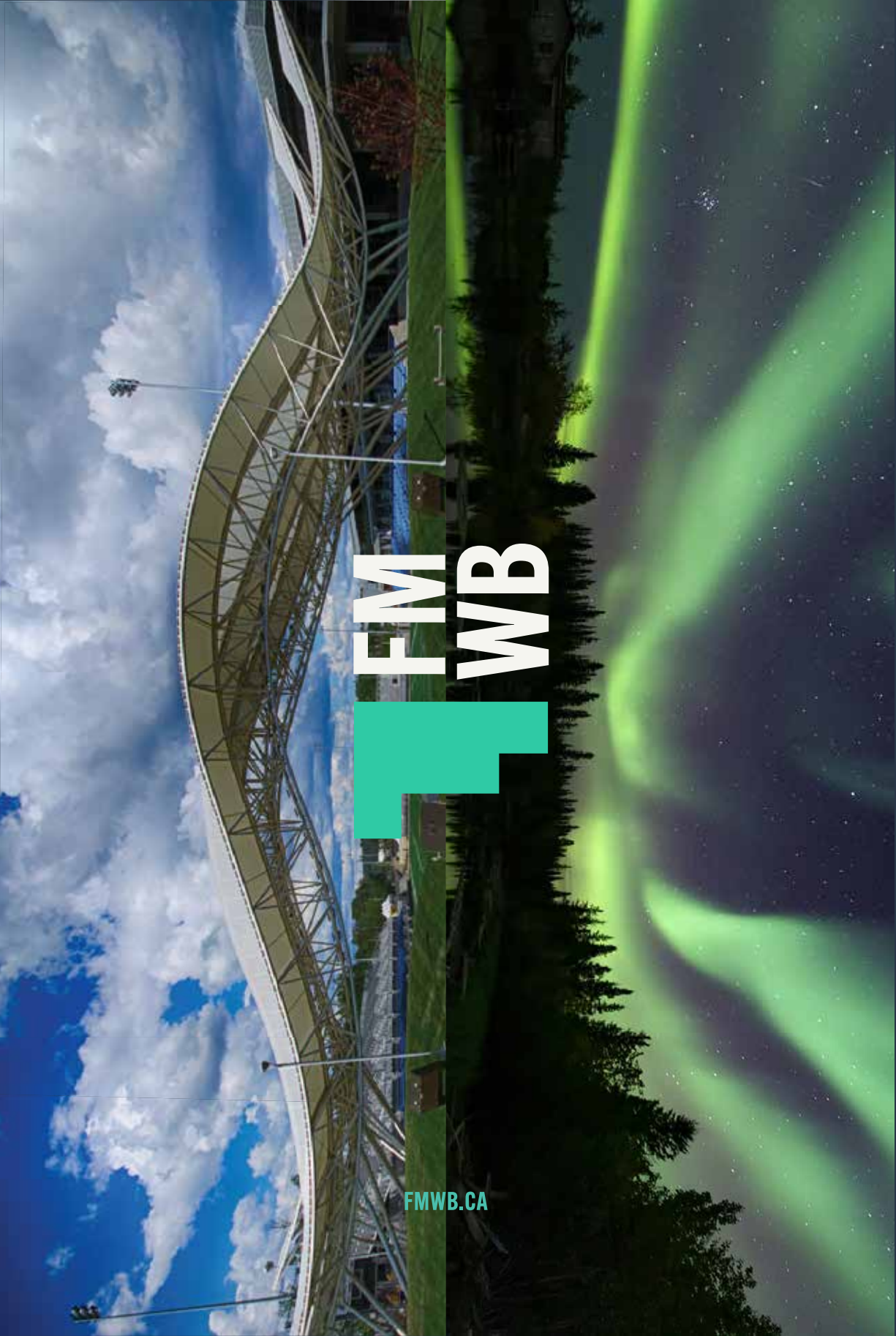




#LIVEFMWB









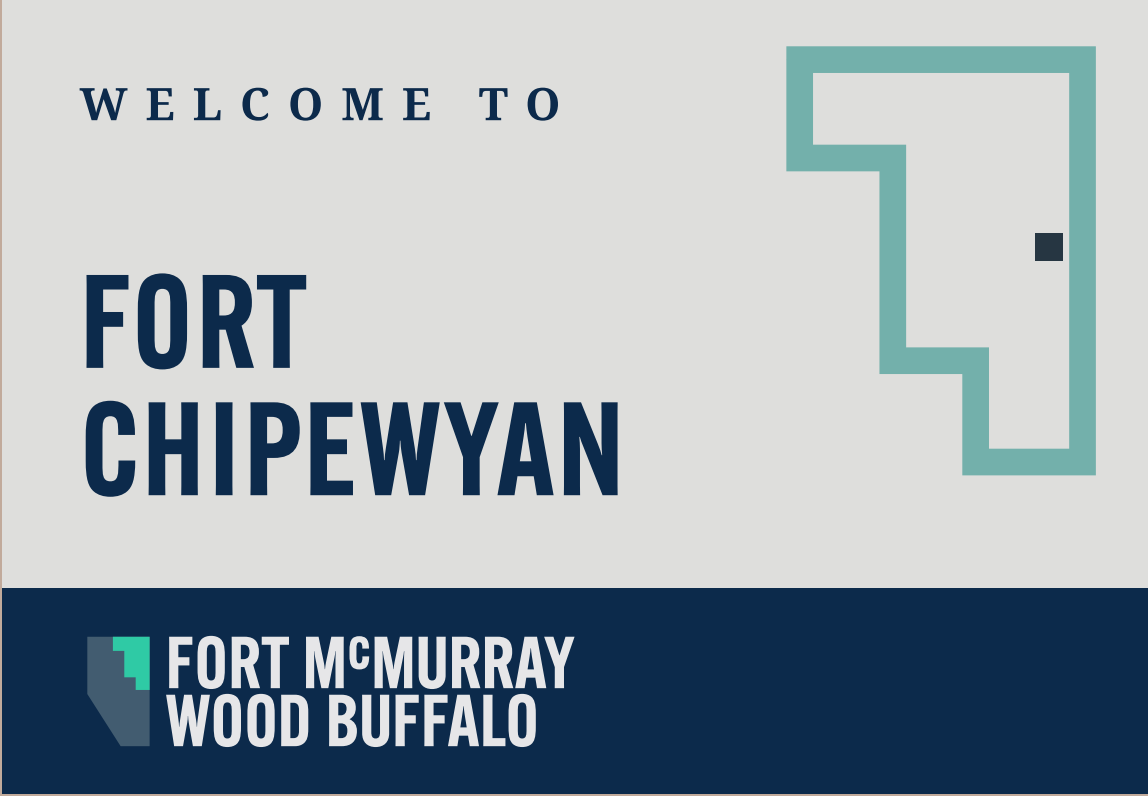
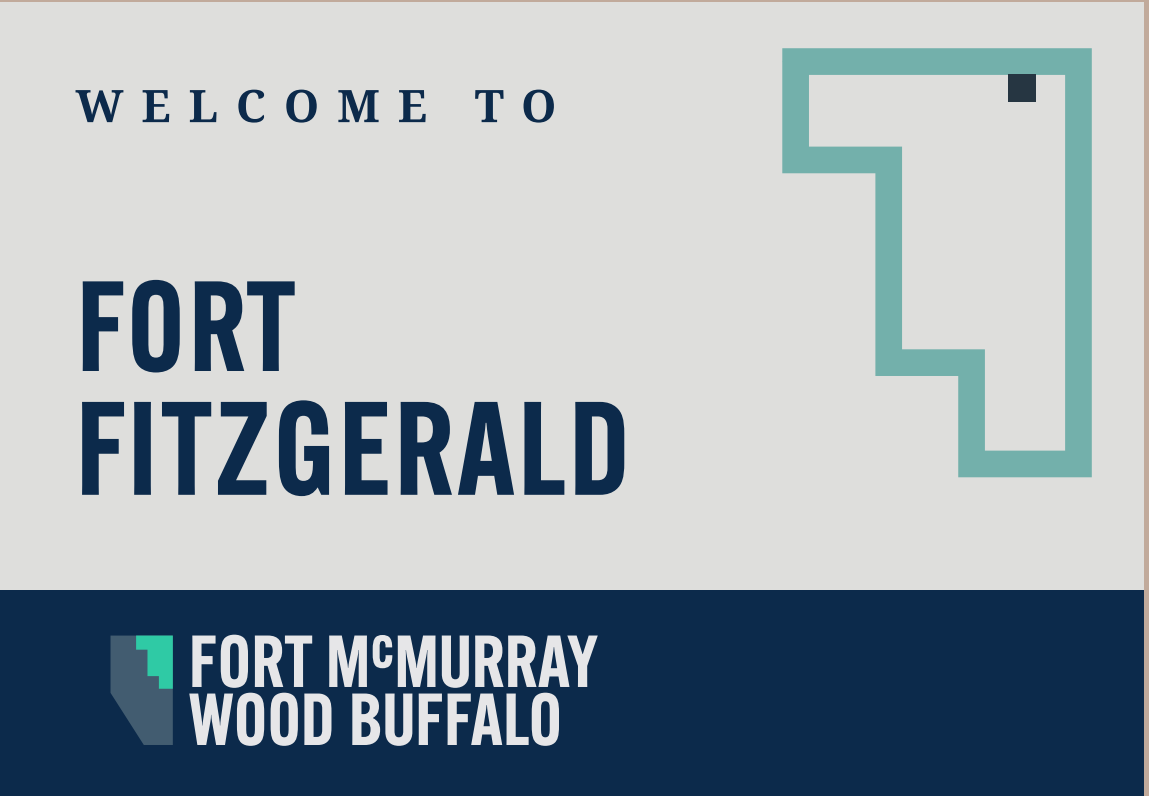
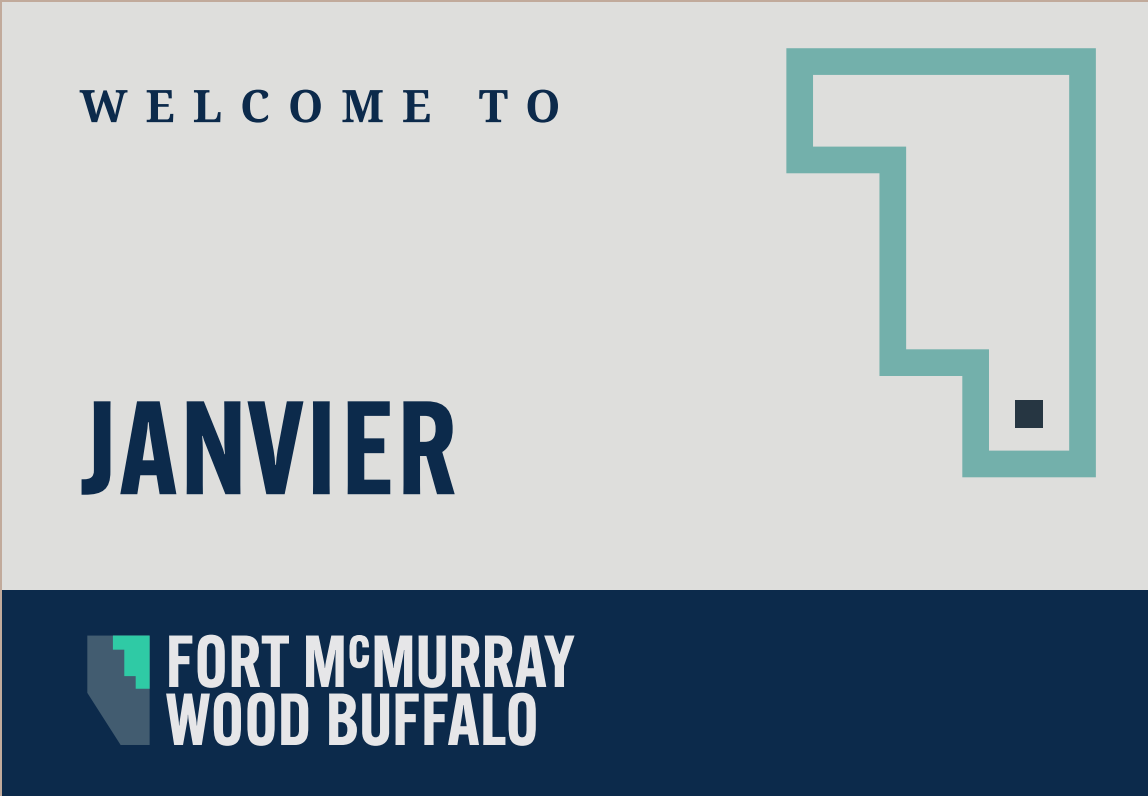
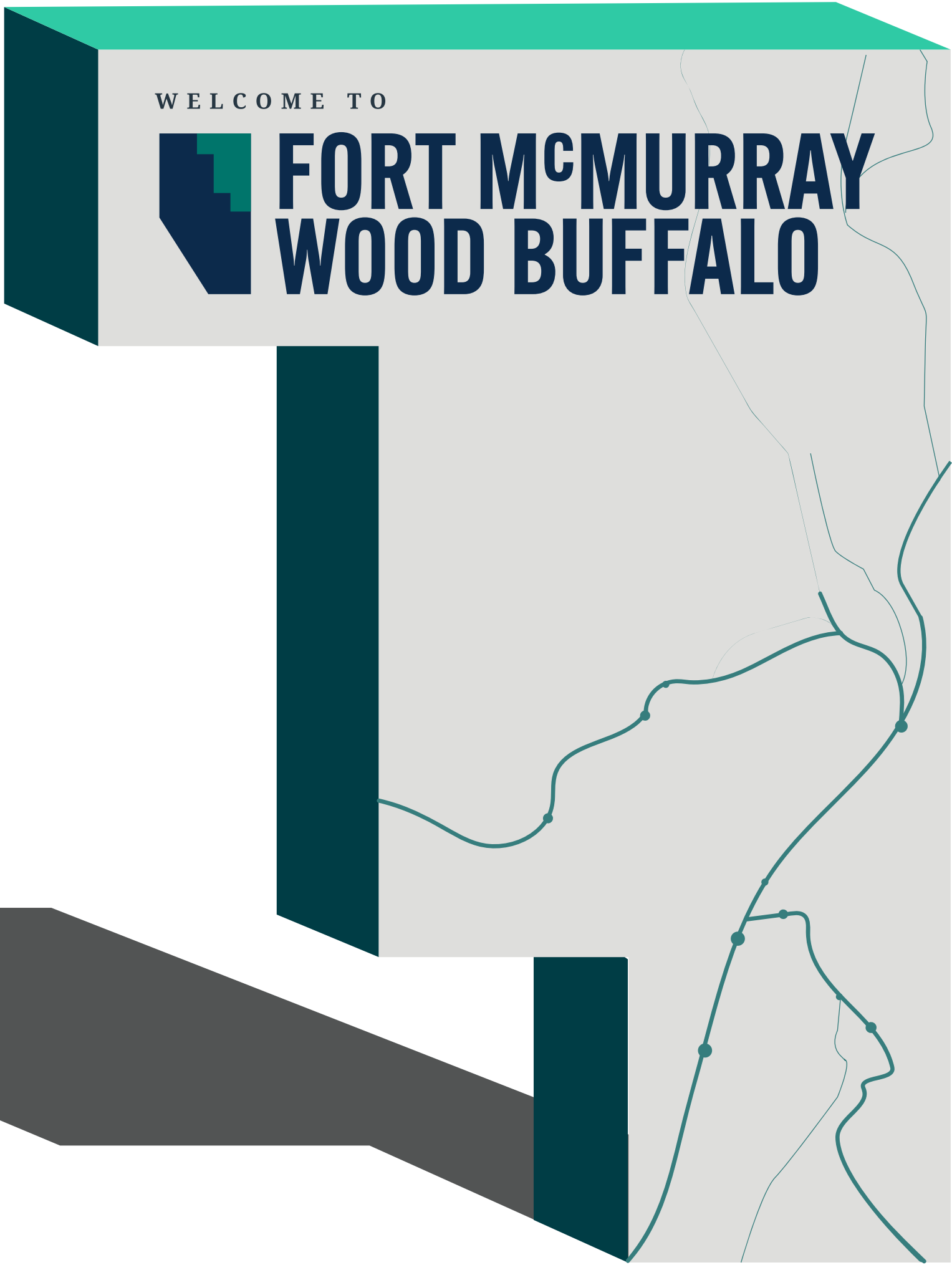


ONE WAY  
→

FORT McMURRAY  
WOOD BUFFALO

#LIVEFMWB









**BRAND PURPOSE**  
HOW WE ACT. WHY WE'RE HERE.

Pursuing opportunity, together.

**BRAND POSITIONING**  
HOW WE TALK ABOUT OURSELVES. FOCUSED ON HOW WE ARE UNIQUE.

We are Naturally Enriched.

**BRAND PERSONALITY**  
SUPPORTS OUR POSITIONING.

Hard-working, giving, tenacious, innovative, bold.

**BRAND EXPRESSION**  
FUNCTIONAL BRAND ELEMENTS.



# NEXT STEPS



# shape our region

## Municipal Development Plan

Wood Buffalo Waterfront Advisory Committee  
Wednesday, November 18



# Outline

4.2.a

- Introduction
- MDP 2011
- Project Purpose
- Discussion Questions
- Project Progress
  - *Project Timeline*
  - *Engagement*
- Next Steps

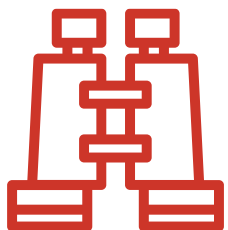


# Expectations



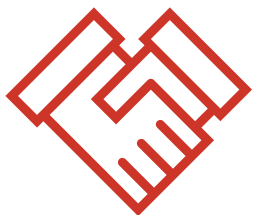
**Raising awareness  
about the project**

**Identifying opportunities,  
challenges, and new ideas**



**Get feedback to  
develop a vision for  
the MDP**

**Building connections with  
businesses and organizations**

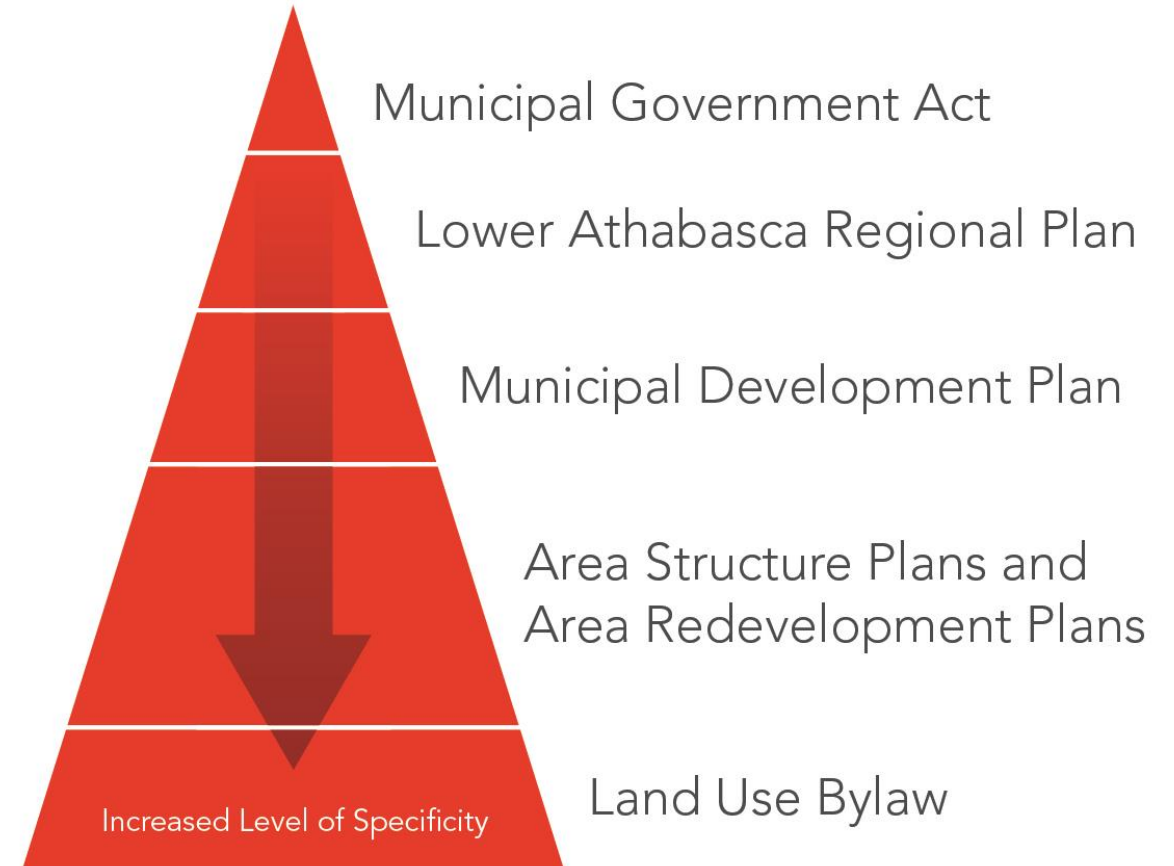




# What is an MDP?

4.2.a

The Municipal Development Plan (MDP) sets out the high-level vision for how growth and development will happen in Wood Buffalo.



**Planning Hierarchy**





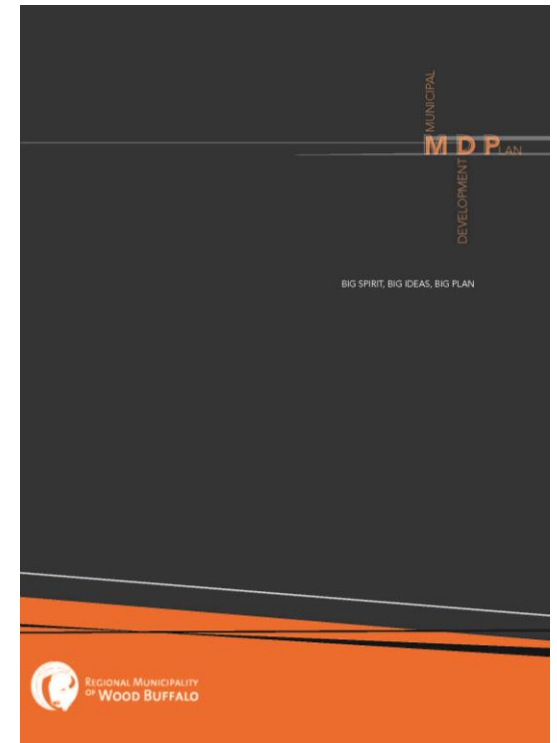
# What is an MDP?

Set out the vision and blueprint for how growth and development will happen in Wood Buffalo over the next 20 years.



# MDP 2011

- Approved in 2011.
- Focuses on exponential growth achieving 230,000 residents by 2031
- Core themes covered by the current MDP include:
  - Responsible Development
  - Environmental Stewardship
  - Economic Resilience
  - Home & Belonging
  - Vibrant Culture
  - Working Together
- Rural Community Growth Management- limited information





# MDP 2011 Review

|    |  |     |  |
|----|--|-----|--|
| 2  | FOREWORD   | 96  | GOAL #2: ENVIRONMENTAL STEWARDSHIP               |
| 18 | OUR STORY  |     | 2.1 Healthy Ecosystems that Support Biodiversity |
| 28 | OUR VISION   |     | 2.2 Taking Action on Climate Change              |
| 32 | MANAGING GROWTH SUSTAINABLY                            |     | 2.3 Access to Clean Air and Water                |
| 34 | GROWTH ANALYSIS  |     | 2.4 Responsible Waste Management                 |
| 46 | REGIONAL GROWTH MANAGEMENT                             | 108 | GOAL #3: ECONOMIC RESILIENCE                     |
|    | R.1 Strategic Regional Population Distribution         |     | 3.1 Diversified Regional Economy                 |
|    | R.2 Integrated Multi-modal Transportation Networks     |     | 3.2 Integrated Regional Economic Development     |
|    | R.3 Region-wide Conservation and Recreation            |     | 3.3 Responsible Natural Resource Development     |
| 56 | URBAN GROWTH MANAGEMENT                                | 118 | GOAL #4: HOME AND BELONGING                      |
|    | U.1 Strategic Urban Development                        |     | 4.1 Complete, Livable Communities                |
|    | U.2 Supportive Urban Mobility Systems                  |     | 4.2 Diverse and Attainable Housing Choices       |
|    | U.3 Integrated Urban Green Space                       |     | 4.3 Safe and Secure Region                       |
| 68 | RURAL COMMUNITY GROWTH MANAGEMENT                      | 130 | GOAL #5: VIBRANT CULTURE                         |
|    | C.1 Transformative Growth in Anzac                     |     | 5.1 Thriving Heritage, Culture, and Diversity    |
|    | C.2 Balanced Growth in Rural Communities               |     | 5.2 Vibrant Arts and Culture                     |
|    | C.3 Protected Character of Residential Communities     |     | 5.3 Culture of the Outdoors                      |
| 82 | BUILDING SUSTAINABLE COMMUNITIES                       | 142 | GOAL #6: WORKING TOGETHER                        |
| 84 | GOAL #1: RESPONSIBLE DEVELOPMENT                       |     | 6.1 Good Governance                              |
|    | 1.1 Sufficient Land for Urban and Rural Development    |     | 6.2 Valued Services                              |
|    | 1.2 Comprehensive Development Practices                |     | 6.3 Engaged Citizens                             |
|    | 1.3 Responsible Investment in Municipal Infrastructure | 154 | A COMMITMENT TO IMPLEMENTATION                   |
|    | 1.4 Reduced Risk to Environmental Hazards              | 160 | GLOSSARY OF TERMS                                |

- Plan Structure and Vision
- What this Plan Achieves and Horizon
- Facts – Data
- Infrastructure Requirements
- Growth Management
- Project Accommodations and FIFO
- Rapid Transit Systems
- City Centre
- Minimal policies for Rural Areas
- RMWB's Commitments
- Diversification of Economy





# 2011 MDP Review

The existing MDP focuses on a growth model that no longer exists.







# 2011 MDP Review

There are policies and directions that are still relevant but must be reframed to reflect Wood Buffalo's new economic reality.



# MDP 2021 – New Themes

- Truth and Reconciliation
- Natural Disasters– Incidents, Impacts and Analysis (Floods 2013 & Wildfire 2016 )
- Environmental and Ecological Management
- Pipeline Impact- Global Market Access
- Education, Research and Innovation
- Downtown Area Redevelopment Plan
- Updated Population Projection
- Tourism
- Emergency Management Preparedness
- Climate Change
- Economic Resilience
- Heritage and Culture
- Winter City
- Food Security





# Project Purpose

Respond to Wood Buffalo's  
changing social, cultural,  
and economic conditions.





# Project Purpose

Provide a comprehensive land use policy framework that outlines a strategic path to manage growth across the region within the context of current reality.





# MDP 2021

4.2.a

A new place-based approach is being considered that focuses on leveraging Wood Buffalo's existing assets.

\*This reflects the extensive regional branding work done by the Wood Buffalo Economic Development Corporation.

Packet Pg. 75



# Discussion Questions

4.2.a



The new MDP may focus on improving communities and the things that make them great places to live instead of prioritizing the accommodation of new growth.

- **We would like to know your thoughts on this new approach.**





# 2011 MDP Review

4.2.a



What has been working well in our region in the past 10 years?



# Discussion Questions

4.2.a



What hasn't been working in the community?



# Discussion Questions

4.2.a



What else should the MDP focus on in our community?



# MDP 2021 – New Themes

- Truth and Reconciliation
- Natural Disasters– Incidents, Impacts and Analysis (Floods 2013 & Wildfire 2016 )
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- Heritage and Culture
- Winter City
- Food Security



# Discussion Questions

4.2.a



What should the new vision for Wood Buffalo include?



# Project Progress

- 2 Phases of public engagement
  - 6 distinct project phases:
    - **Pre-Project:** Initiation & Award  
*(Jan. 2020)*
    - **Phase 1:** Project Planning & Start-Up  
*(July 2020)*
    - **Phase 2:** Background Research & Public Engagement **(Phase 1)**  
*(July – Oct. 2020)*
    - **Phase 3:** Creation of Strategic Directions & Policy  
*(Nov. – Dec. 2020)*
    - **Phase 4:** Stakeholder Engagement  
*(Jan. – Feb. 2021)*
    - **Phase 5:** Preparation of Draft MDP  
*(Feb. – Apr. 2021)*
    - **Phase 6:** Preparation of Final MDP to Council  
*(Apr. – May 2021)*
  - Anticipated completion date of May 2021
- ← We are here



# Project Consultants

4.2.a

# O2

A multidisciplinary firm of landscape architects, urban and regional planners, urban designers, landscape ecologists, environmental planners, public engagement specialists, and GIS specialists.

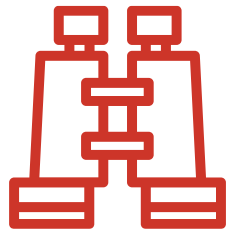
# Engagement

The first round of engagement is focused on:



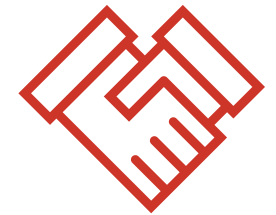
**Raising awareness  
about the project**

**Identifying opportunities,  
challenges, and new ideas**



**Developing a vision  
for the MDP**

**Building connections with  
businesses and organizations**







# Engagement

4.2.a

## Phase 1 : Engagement:

- 2 Open Houses (Oct. 7 & 15);
- Online activities  
(open until end of the month):
  - *Online survey;*
  - *Online mapping exercise; and*
  - *Online forums.*
- Indigenous rightsholder meetings
- Meetings with Rural Communities
- Stakeholder workshops with:
  - *Development industry;*
  - *Oil and gas industry;*
  - *Local businesses; and*
  - *Community organizations.*
- Radio and video ads
- Newsletters
- Social Media
- Meeting with Council Committees
- Meeting with Council members
- Follow up with Secondary stakeholders



# Next Steps – Project Team

- Preparing an engagement summary report
- Drafting a Background Research Report
- Developing the MDP's structure and draft policy directions
- Updating the Steering Committee, Stakeholders, the Council to receive feedback
- Second phase of engagement in January 2021, with details of draft policy directions and structure of the plan.



# shape our region

## Municipal Development Plan

Wood Buffalo Waterfront Advisory Committee  
Wednesday, November 18